

MOTION

The Los Angeles 2028 (LA28) Games will mark Los Angeles' third time hosting the Olympic Games. It previously hosted the 1984 and 1932 games, and it's the first time hosting the Paralympic Games. Los Angeles is expected to host 15,000 of the world's most elite athletes in 2028 as it welcomes Paralympians and Olympians from around the world to compete on the biggest stage in sports. The LA28 games are independently operated by a privately funded, non-profit organization.

There are many variables regarding how many visitors will attend the LA28 games. The 2024 Paris games are now concluding and the 2020 Tokyo games were severely impacted by COVID-19. Based on estimates of the 2016 Summer Olympics in Rio de Janeiro, Brazil, the games drew approximately 1.2 million tourists, 410,000 of whom were visitors from foreign countries.

Hosting large scale events has a great impact on not only the residents in Los Angeles but the business community as well. As part of the Games Agreement the City Council approved the creation of three working groups: Sustainability Working Group (SWG); Local Hire Working Group (LHWG); and Community Business and Procurement Working Group (CBPWG).

The CBPWG is critical to ensure that the small and medium businesses throughout the City have access to opportunities before and during the games. This working group should provide recommendations and a plan of action to support local businesses that are still recovering from COVID-19 , post pandemic inflation and most importantly leverage the LA28 games for economic development and job creation in our City.


As the CBPWG is working on recommendations to engage local businesses on LA28 opportunities it is important for them to understand what resources are available for local businesses in the City of LA to ensure their recommendations can be implemented in an inclusive and equitable manner across the City.

I THEREFORE MOVE that Council DIRECT the City Administrative Officer, the Chief Legislative Analyst, and the City Attorney to work with LA28 on procurement opportunities available for small, medium, and large size businesses in the City of Los Angeles and provide a report to Council detailing how the opportunities will be promoted to local businesses;

I FURTHER MOVE that Council DIRECT the City Procurement Office, with the assistance of the City Administrative Officer, to provide LA28 recommendations on incorporating Local and Small sized businesses in their procurement strategy; and

I FURTHER MOVE that Council request LA28 to provide estimates of procurement spend by category and work with the Office of Procurement, the Bureau of Contract Administration, and the Economic Workforce Development Department to develop an outreach, education, and training program leveraging current programs.

PRESENTED BY:


MONICA RODRIGUEZ
Councilwoman, 7th District

SECONDED BY:



SEP 25 2024



ORIGINAL